

Serial No. 09/544,833  
Amdt. dated August 28, 2003  
Reply to Office action of May 29, 2003

**REMARKS/ARGUMENTS**

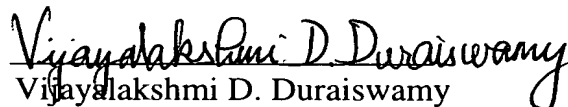
Applicants wish to thank the Examiner for considering the present application. In the Office Action dated May 29, 2003, claims 1-21 are pending in the application. The allowability of claims 15 and 19-21 is noted. Applicants respectfully reconsideration of the rejections.

Claims 1-14 stand rejected under 35 U.S.C. §101 because the claimed subject matter is directed to non-statutory subject matter. Applicants have amended claim 1 to include that the step of distributing a plurality of electronic content is performed in a broadcast center and that the steps of receiving, filtering, accepting, and storing are performed in a user appliance. Applicants have not limited the step of linking and distributing marketing information with each of said plurality of electronic contents to a particular apparatus since this step may be performed at various locations including but not limited to a broadcast center or a content provider.

Claims 16-18 stand rejected under 35 U.S.C. §102(e) as being anticipated by *Ginter* (U.S. Publication No. 2002/0112171). Applicants have canceled claims 16-18 without prejudice.

In light of the above amendments and remarks, Applicants submit that all rejections are now overcome. Applicants have added no new material to the application by these amendments. The application is now in condition for allowance and expeditious notice thereof is earnestly solicited. Should the Examiner have any questions or comments which would place the application in better condition for allowance, he is respectfully requested to call the undersigned attorney.

Respectfully submitted,

  
Vijayalakshmi D. Duraiswamy

Reg. No. 31,505

Date: August 28, 2003  
HUGHES ELECTRONICS CORPORATION  
ES/001/M.S. A109  
P. O. Box 956, El Segundo, CA 90245-0956  
Telephone: (310) 662-9919